Product Development Document.

LEGO Football.

Where realism and fun collide!

Version Dated: 29th September 1999.

Product Name:	**LEGO Football.**
Target Age Group:	**6-99.**
Category:	**Games.**
Formats:	**PC CD-ROM, Playstation.**

1.0: Information Sheet.

Developer: **Data Design.**

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Producer: Chris Nicholls.

LEGO Theme: LEGO Football

LEGO Models: LEGO Football range including stadium elements and all mini-figures.

Deliverable Dates: PC Alpha: 31/1/2000
PC Beta: 29/2/2000
PC Master: 31/5/2000.

2.0: Product Summary.

The LEGO® Football game is derived from and complements the LEGO Football play materials range. It offers a dimension of realism that is unobtainable with the play materials and combines this with the constructive abilities and playfulness of LEGO System. The game is based solidly on authentic football rules and is complemented by specific constructive elements embedded seamlessly into the play.

LEGO Football is based on the 6-a-side variant of football. This provides for a faster, more action oriented and more readily understandable game for the target audience. This approach makes for better understanding of team formations and player positions, allowing the user to engage in flowing, passing methods of play. It also neatly adopts the format provided by the LEGO Football play range, establishing opportunities for synergy between the different media.

From a technical perspective this approach will also allow us to deliver a more detailed graphical approach. Players can become more detailed with higher quality and more varied animations, adding to their unique characterisation. The viewpoint can additionally be brought closer to the action, enhancing the immersion of the user and improving the clarity and dynamism of the action. Combined with the more action-oriented nature of the 6-a-side format this approach will lead to an exciting and highly playable game.

2.1: Primary Objective.

- Create an exciting, fun and accessible computer football game for children aged 6 and upward.
- Deliver a complementary computer game to the LEGO Football play range- incorporating core LEGO values.
- Provide an authentic and appropriately challenging computer football game for the target age group.
- To establish the LEGO brand in the computer sports games market with a *high quality* and *innovative* software title.
- Further assert the LEGO Media values of *Quality*, *Innovation* and *Reward* in the interactive marketplace.

2.2: Product Description.

LEGO Football brings LEGO Media values of *quality* and *innovation* to the computer sports market, with a game that makes the genre accessible and entertaining for children. It is a sports game that delivers high paced action with a playability and visual style that set it apart from other sports simulations. It additionally provides scope for constructive play that will deliver an open-ended and creative purpose to the game that directly expands the core game of football.

The game provides a range of play options. It caters for single player and multi-player modes and provides various game mode and skill level choices within both frameworks. In single player the user may opt to play in a single match, 'Friendly', or endeavour to find success in either 'Tournament' or 'League' modes of play. In a multi-player scenario 2 friends can either play in a 'Friendly Challenge', engage in a rotational, arcade game, 'Winner Stays On', or play the elite 'SuperTeam Challenge'.

In order to enhance the longevity of the game and to integrate creative and constructive play elements, the user may also develop 'Star Players' within the teams that they play. 'Star Players' develop skills that are pertinent to their playing position. This is done through the 'Training Ground', a play area where the user may develop their techniques or learn new skills. The 'Training Ground' is a highly inventive space where the player can practice the art of football by overcoming obstacles and solving puzzles through the use of their football skills. Success on the 'Training Ground' is constantly rewarded with new moves and abilities for the user's 'Star Players'.

3.0: LEGO Values.

In addition to the strong football identity, the game integrates elements designed to extend the appeal and scope of the game. These include elements that promote the basic LEGO values of creativity, unlimited unrestrained play, constructionism, and self-expression. This will add a strong identity to the game and provide unique values and longevity unrivalled by any other football game.

Through success on the 'Training Ground' the user will gain access to 'Star Players' with unique moves and qualities. These players can be further enhanced through training. Each team can have it's own 'Star Player' that is unique to that team. As the user develops more 'Star Players' they can begin to assemble a 'SuperTeam' that is drawn from that users own squad of 'Star Players'.

'SuperTeams' can be used to challenge friends' 'SuperTeams' in the ultimate football contest, developing the social play potential of the game. The user may also devise their own team strip, drawn from choices of colours and decals and give their team a unique name. These elements can also be added to a 'Home Stadium' that can be built from the whole range of LEGO Football stadium parts.

Finally, 'Star Players' can be traded with friends to further enhance the user's squad. Therefore through a mixture of structured and open-ended play that is creative and requiring of mental challenge, the user can engage in social play that is totally unique to LEGO Football.

Mitre

3.1: Fun.

The core game has been focused entirely on creating an action based, fun football simulation. The 6-a-side format ensures games of a high action content and visual delivery that will enthral children of all ages. Player animations are both highly detailed and responsive and special moves will further add to the excitement and humour of the graphical style. In addition to the fun and excitement of the core game, specific, constructive mechanics are integrated to extend the creative and social aspects of the game.

3.2: Reward.

Through practice and mental challenge the user will be directly rewarded with a game that continues to grow as their abilities develop. The user can progress through 3 skill levels, watching the skills of their teams develop as their own ability grows. For scoring goals they will be able to conduct their players in humorous goal celebrations, before adding a permanent record of their goal to their goal scrapbook, in the form of short, 'highlight' movies. Through success on the football pitch and the 'Training Ground' the user will find new play elements with which to engage and be able to assemble a squad of unique characters in their own 'SuperTeam.'

3.3: Innovation.

The constructive and collectible game mechanics of LEGO Football are unique. Other games offer practice modes and training opportunities, but few reward their users with the scope and open-ended nature of the 'Star Player' squads. A deep integration and synergy with the community of LEGO Football will also be offered by link up with the LEGO Football web-site. Users can upload their greatest goals in online competitions, download 'UltraTeams' with which to further challenge their 'SuperTeams' and download unique, new players to further extend the games appeal. In encouraging a community of LEGO footballers to interact via the web-site, LEGO Football will pioneer the creation of a true online sports community.

3.4: Creativity.

By meeting the practical and mental challenges of the 'Training Ground' users can become creatively involved in the creation of their own squad of unique players. The users will be required to solve the puzzles and challenges of the 'Training Ground' using both skill and their imagination to find out what can be achieved with the players in LEGO Football. In turn the user will unlock special moves that can be added to their team strategy. By careful selection of the players in their 'SuperTeam' and by choosing the right tactics for the game, the user can become even more successful. Far from being an after thought, these elements project the way in which new skills are developed and successful teams are built on the training grounds of contemporary football.

3.5: System/Connectivity.

Through the 'SuperTeam' mode of play the user can engage in play mechanics traditionally associated with LEGO System. The user may construct a team, choosing strip colours, decals and other mini-figure properties including their heads. As they progress they will be able to expand the basic set through collecting (transferring) star players from other teams. As the user's 'SuperTeam' becomes more successful they will also collect stadium elements that can be combined to build the users 'Home Stadium' eventually resulting in an impressive arena that can be decorated in the teams colours and decals.

3.6: Encouragement of Social Play.

The game provides a range of connectivity to the LEGO Football play range and the LEGO Football community via integrated online facilities. These will allow users to interact with the LEGO Football community via the LEGO Football web-site. In both visual appearance and in format the computer game is considered to be complementary to the LEGO Football play materials. Via the web-site, users will be able to trade hints and tips, upload their greatest goals and download 'UltraTeams' to engage in the ultimate challenge. Users will be able to post results from matches against 'UltraTeams' to be entered into the 'World Rankings'. Users will also be able to trade 'Star Players' over the Internet as email attachments.

4.0: Reference.

The following elements are the key reference points for the positioning of the product.

4.1: Key Features.

- Fast and explosive football gameplay through easy to learn and action oriented six-a-side format.
- Highly detailed and responsive players drawn from the LEGO Football play materials.
- Customisable User teams from LEGO System elements.
- Unique and tradable player characters.
- Collectable stadium elements.
- 'SuperTeam' mode integrates 'management' aspects directly into the action game.
- High humour content exploited through special moves and exciting animations.
- Training modes incorporating mental and physical challenges in which the user can develop new skills.
- Interaction with LEGO Football community through integrated on-line features.
- Expandable team set from the 'UltraTeam' range.

4.2: Character Design & Descriptions.

To be provided from LEGO Football play materials.

4.3: Competitive Analysis.

To be done on FIFA 99, International Superstar Soccer 98, Microsoft International Soccer.

Must include detailed breakdown of control systems and methodologies, game progression, modes of play and unique features.

ISS Millennium is to include RPG elements in the form of a 'Career' play mode. In this mode the user can choose a player and choose how it progresses through training and transfers.

4.4: Game Play Longevity.

Through the inclusion of the 'Star Player' and 'SuperTeam' play mechanics, LEGO Football delivers a game that offers enhanced longevity for the sports genre. With the addition of expandable team sets the life span of the product is significantly increased, allowing us to support the product beyond the traditional release activities.

By also providing 3 skill levels as well as League and Championship play modes, the single player game will deliver a considerable number of hours of challenging play. As the games potential grows with the skill of the user and there are real rewards in the form of enhanced players and a 'Home Stadium' that builds with the team.

In short, the game will remain fun, challenging and rewarding for a period of time not usually associated with straightforward sports simulations.

Appendix i: Demonstration Reference.

Incorporated Changes to Date.

Demonstration Guidelines.

Demo Version Outline.